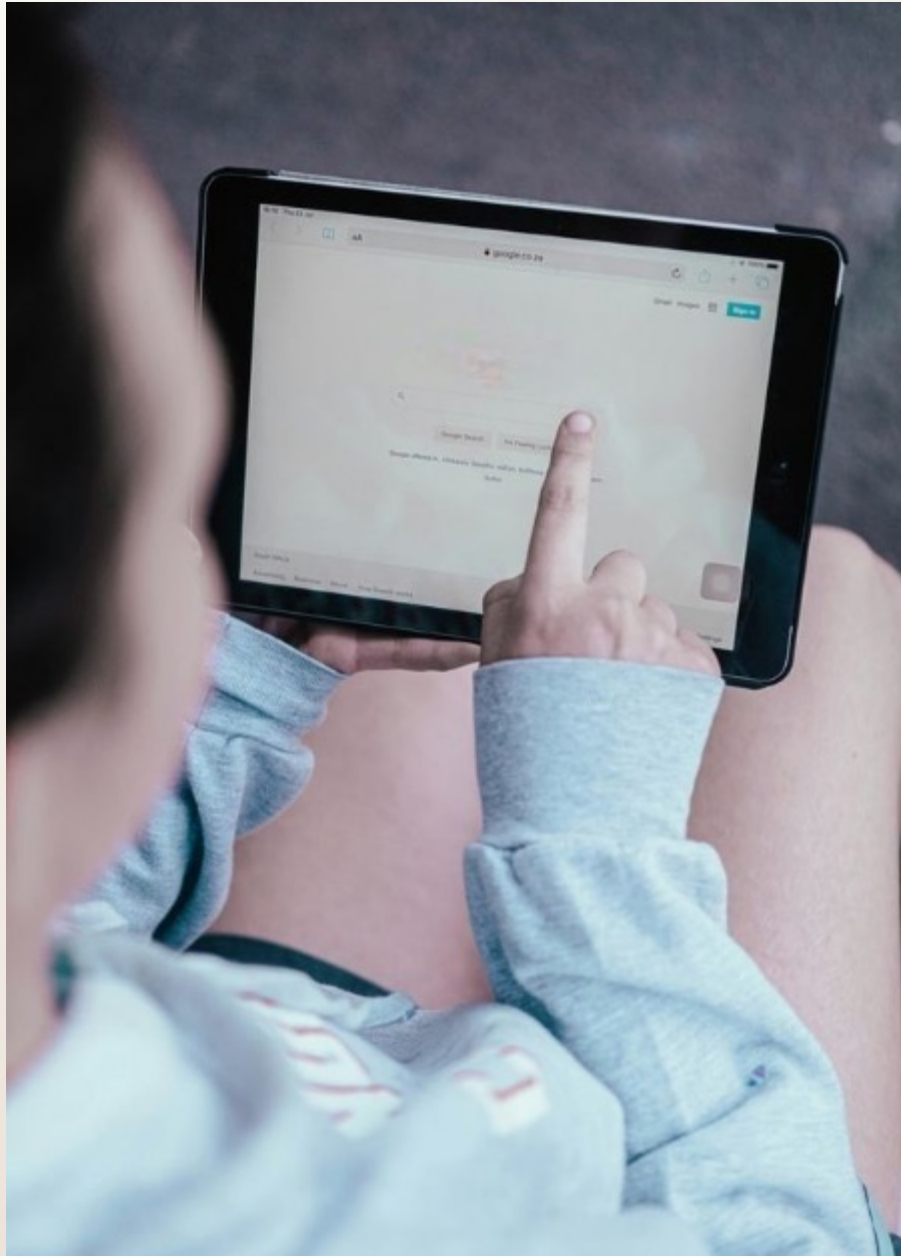




Consumer Insight Report

# Engaging Affluent New Hongkongers: A 2024 Digital Media Report





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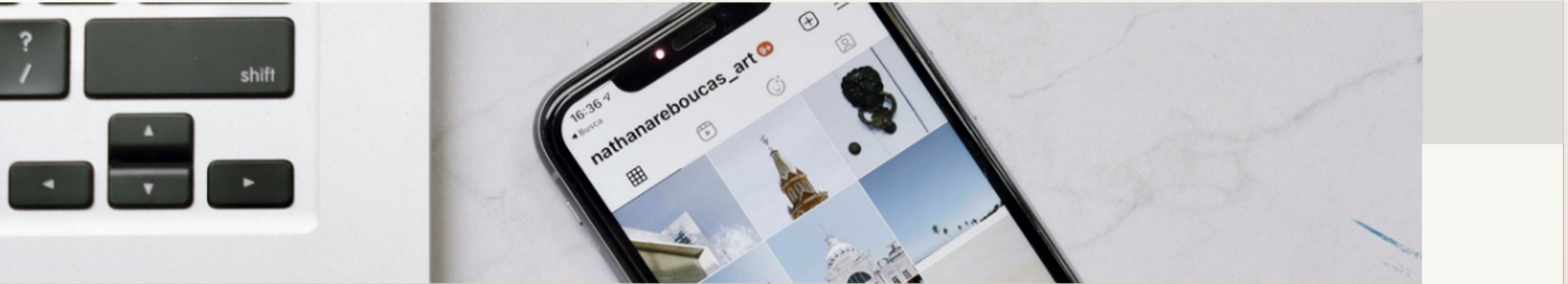
### 2 Demographics of the High-Net-Worth Mainland Immigrants

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### 3 How New Hongkongers' Digital Habits Change After Relocation

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### 4 Conclusion: Strategic recommendations for businesses targeting New Hongkongers



## 01. Why Does This Report Matter?

Hong Kong's demographics are significantly shifting, fueled by a surge of Mainland Chinese immigrants. This influx presents a promising opportunity for businesses looking to adapt and thrive in the evolving market.

According to the Immigration Department, as of 2021, more than 200,000 highly skilled professionals have chosen Hong Kong as their new home. Additionally, 1.121 million individuals have come to Hong Kong through the "One-Way Permit" scheme, further diversifying the population. These figures translate into a growing segment of high-net-worth Mainland Chinese immigrants, often referred to as New Hongkongers. Conservative estimates suggest that approximately 1 in 7 to 10 people in Hong Kong fall under this category.

Understanding the needs and aspirations of this dynamic group is crucial. Businesses can develop targeted strategies to attract and retain this valuable customer base by delving into their demographics, motivations, and spending habits.

# Definitions in This Report

## New Hongkongers

The term “New Hongkongers” in this report refers to individuals from mainland China who have resided in Hong Kong for less than seven years. This encompasses Established Mainland Chinese Immigrants and Hong Kong Drifters.

## Hong Kong Drifters

This group consists of high-spending individuals who work in Hong Kong on temporary visas or permits. They may be in Hong Kong for education or short-term work opportunities.

## Established Mainland Chinese Immigrants

This group includes Mainland Chinese immigrants who arrived in Hong Kong through the 'One-Way Permit' scheme and have resided in Hong Kong for less than seven years. They are often high-earning professionals with stable careers and long-term settlement intentions.

## High-Net-Worth

While a specific income threshold isn't defined in this report, the focus is on established and new immigrants with significant disposable income and a propensity for high spending.



# Understanding New Hongkongers: Our Research Approach

## Survey

To gain insights into the digital habits and evolving social media preferences of high-net-worth Mainland Chinese immigrants in Hong Kong, iClick recently commissioned a third-party agency to conduct a survey focused on Mainland Chinese immigrants aged 18-65 who have resided in Hong Kong for less than seven years. The survey explored the top social media platforms and digital payment methods used before and after relocating to Hong Kong, as well as the reasons for their platform preferences.

## Additional Data Sources

In addition to the survey findings, we have leveraged data from credible third-party sources and conducted industry research to provide a comprehensive picture of 'New Hongkonger' digital behavior and preferences.

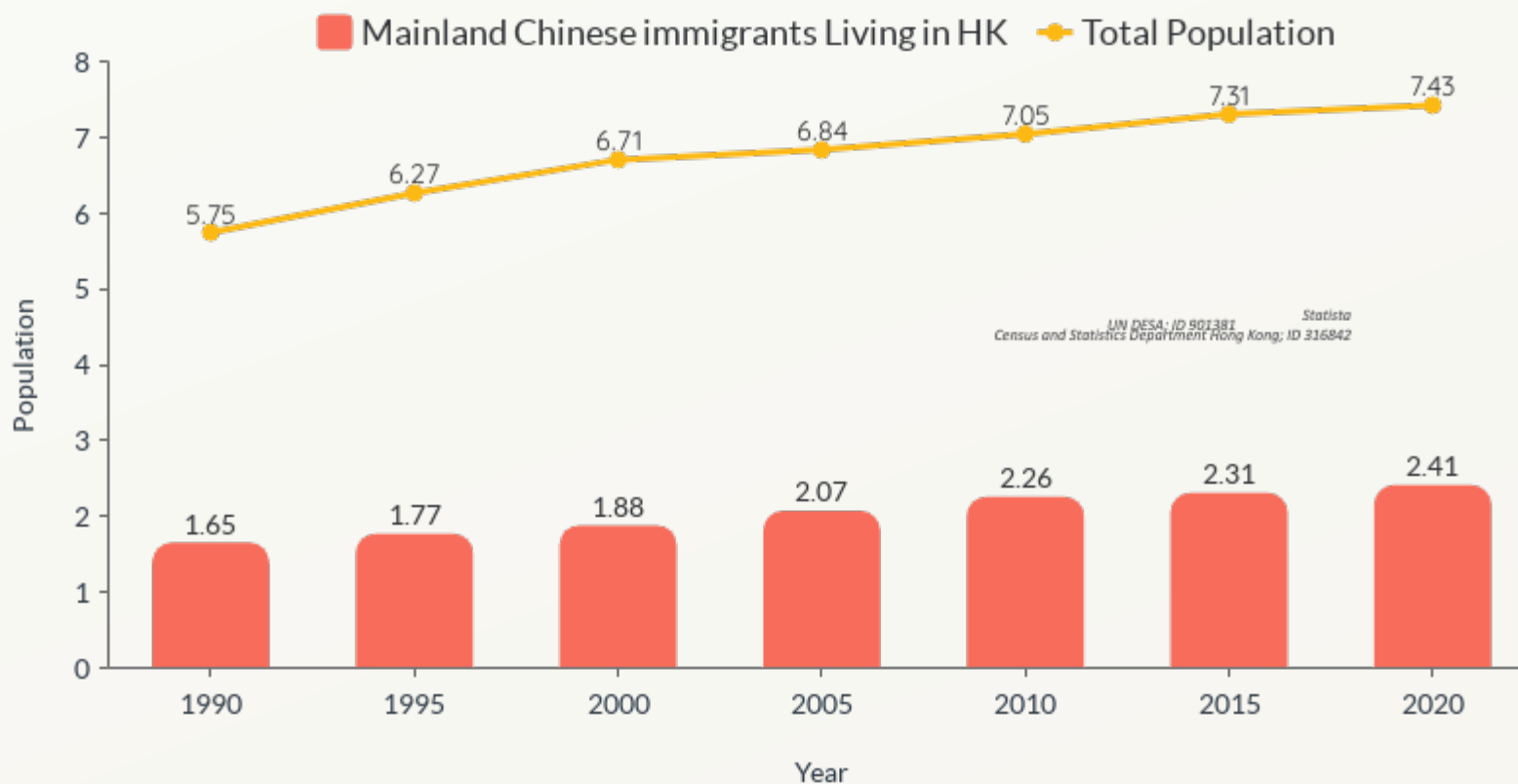


## 02. Demographics of the High-Net-Worth Mainland Immigrants

# New Hongkongers: A Growing Consumer Segment

## Population of Hong Kong from 1990 to 2020

(in Millions)



The number of Mainland Chinese immigrants residing in Hong Kong has surpassed 2.4 million in 2020.

### Mainland Chinese Immigrants:



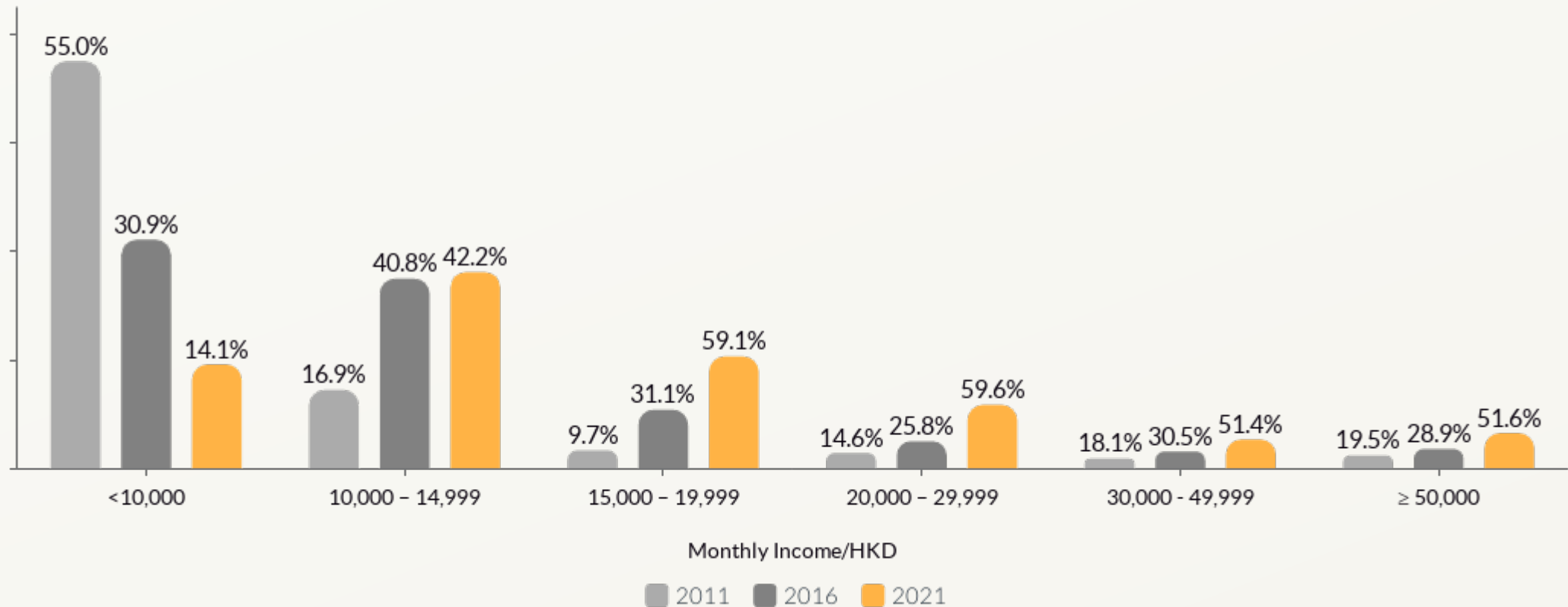
A Dominant 30% of  
total population

The rapid increase in their numbers emphasizes the growing impact of New Hongkongers on the city's consumer market.

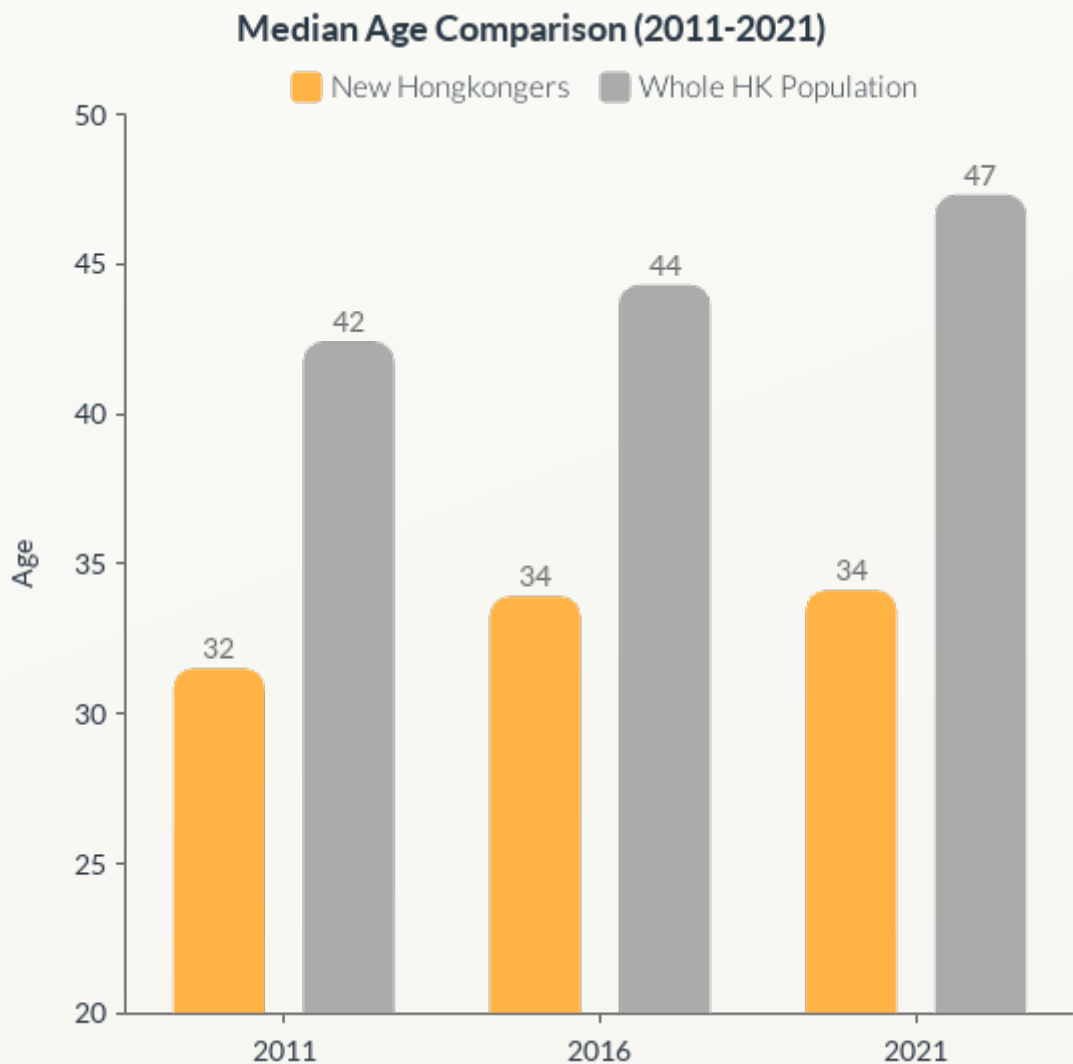
# New Hongkongers with High Earning Power on the Rise

The number of New Hongkongers earning over HK\$30,000 monthly has skyrocketed by **173%** in the past decade. This growth is even more impressive when considering the average New Hongkonger salary surpasses the overall Hong Kong population average of HK\$19,500 by a significant 18%.

### New Hongkonger Monthly Income Distribution



# New Hongkongers: A Younger Tech-Savvy Workforce



**New Hongkonger:  
13.2 years younger**

**[34.1 Years]  
New  
Hongkonger**

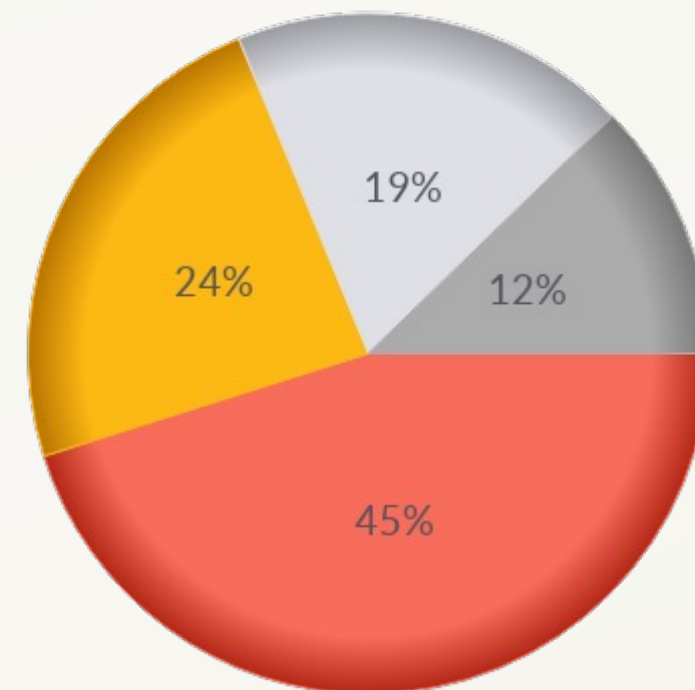
**[47.3 years]  
Whole HK  
Population**

**New Hongkongers are more likely to purchase something they see on social media.**

# In Average, Over 100,000 Visa Approvals of High-Caliber Talent from Mainland China per Year

## Visa Approval of Mainlanders in 2023

	2023 (Jan-Dec)
<b>Top Talent Pass Scheme</b> (TTPS 高才通)	47,021
<b>Immigration Arrangements for Non-local Graduates</b> (IANG 非本地畢業生留港 / 回港就業安排)	24,650
<b>Admission Scheme for Mainland Talents and Professionals</b> (ASMTF 輸入內地人才計劃)	19,757
<b>Quality Migrant Admission Scheme</b> (QMAS 優秀人才入境計劃 - <i>On-hold from 2022-24</i> )	12,775
<b>Technology Talent Admission Scheme</b> (TechTAS 科技人才入境計劃)	114





# TTPS Program Fuels Hong Kong's Growth: Young, Skilled Talent with High Salaries



## Strong Employment

Over half TTPS are employed in key sectors such as Finance, Tech, and Trade.

## High Paying Jobs

The median monthly income of TTPS is HK\$50,000, which exceeds the median income of the whole population, HK\$19,500.



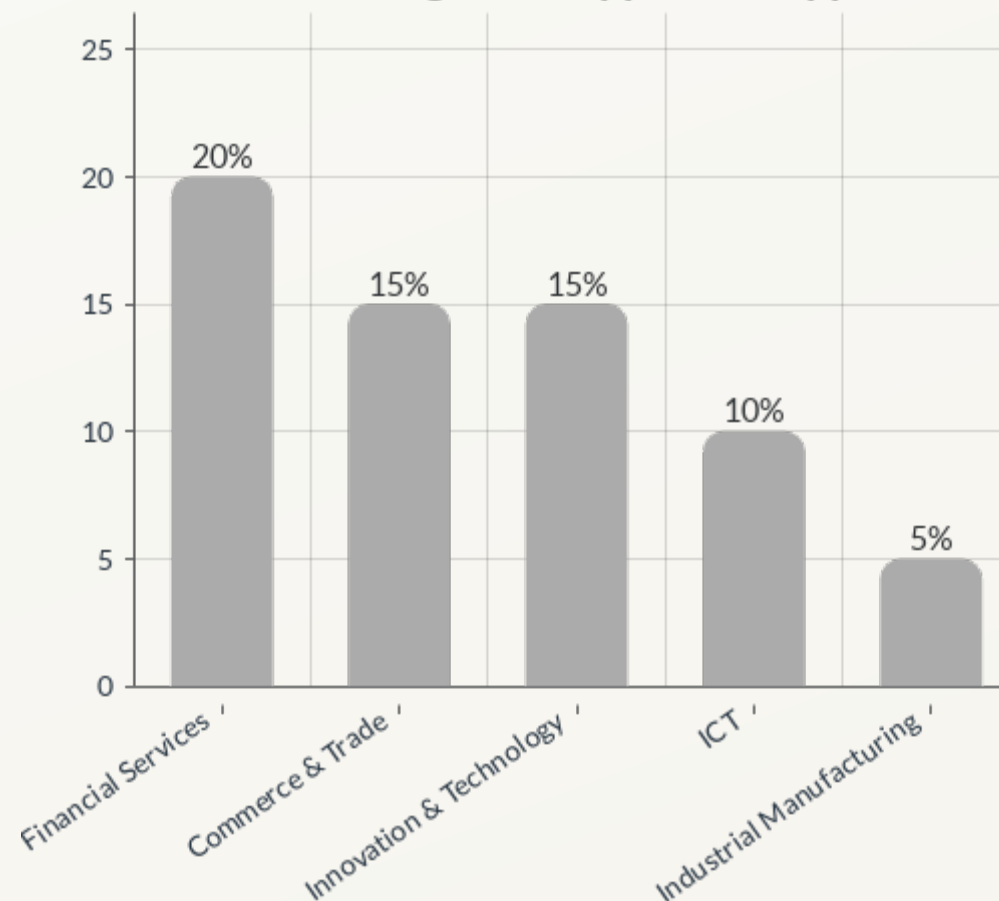
## Top Earners

# 10%



of TTPS earn HK\$200,000 monthly.  
25% TTPS earn HK\$100,000+ monthly.

### Professions Among TTPS Approved Applications

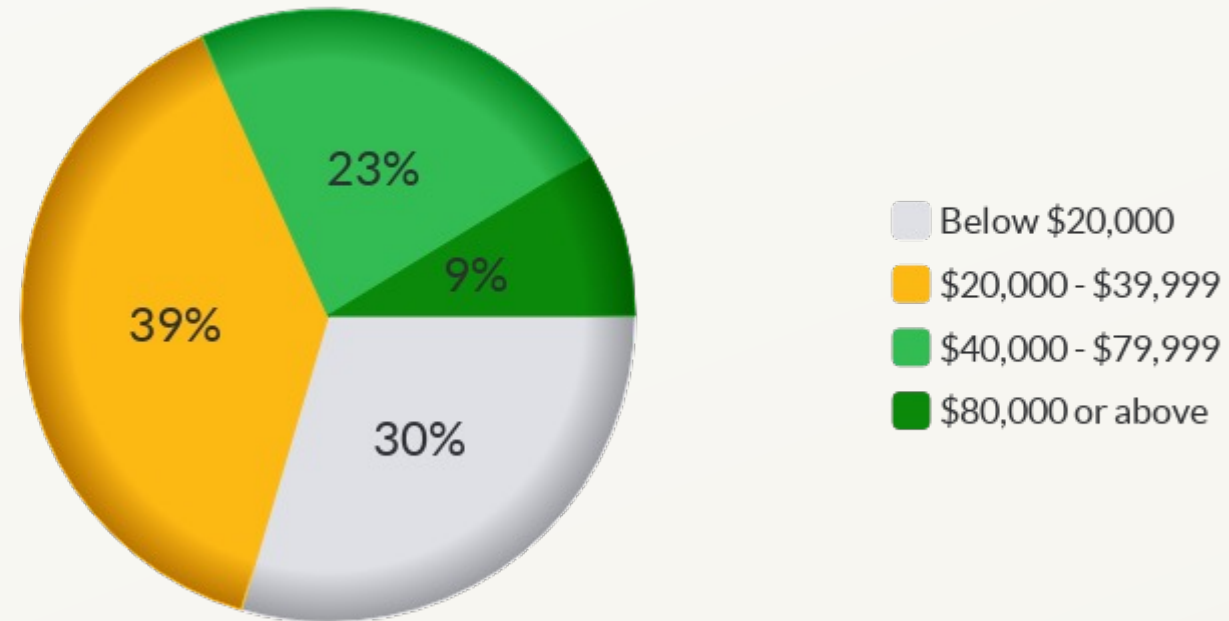




# Another Stream of High-Caliber Talent: ASMTTP Attracts Well-Educated, High Earners

Over 70% of ASMTTP's monthly remuneration is higher than the median of the whole population (HK\$19,500), and have attained academic qualification of a bachelors degree or above.

### Monthly Remuneration of ASMTTP Applicants





## 03. How New Hongkongers' Digital Habits Change After Relocation

# Survey Objectives and Methodology



**Objective** | This research investigated the digital habits of New Hongkongers from Mainland China. We explored their preferred social media platforms and digital payment methods, along with the motivations behind their choices. We also analyzed how their digital landscape evolved after relocating to Hong Kong. This knowledge empowers businesses to effectively reach this audience.



**Target Respondent** | Individuals aged 18-64 who are Mainlanders living in HK for no more than 7 years.

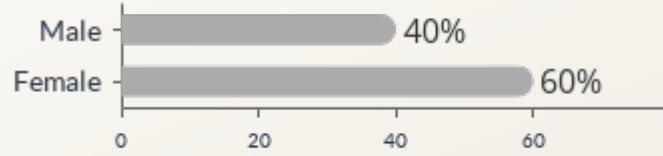


**Sample Size** | N=200 respondents were surveyed through street-intercept.

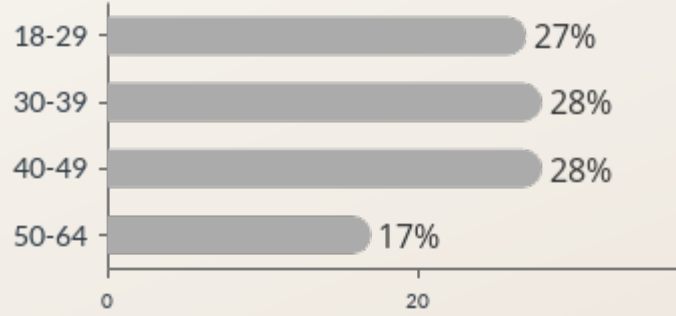


# Demographics of Survey Respondents

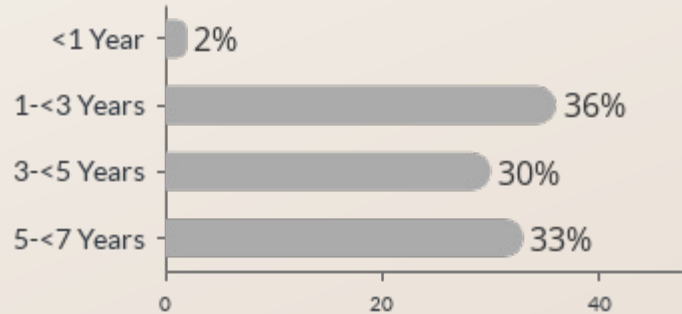
### Gender



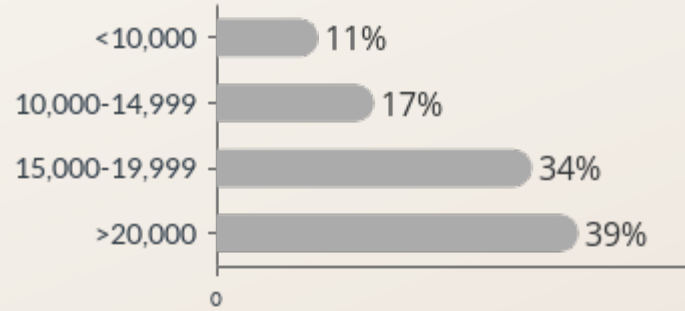
### Age Group



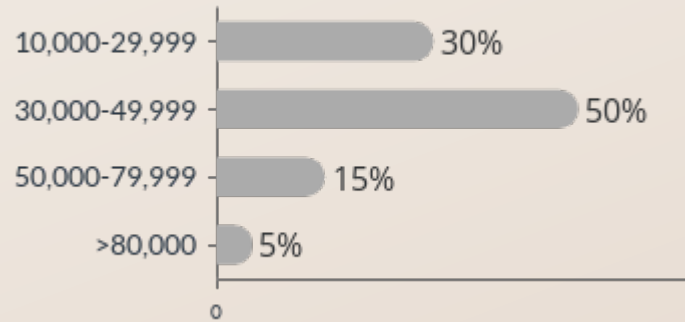
### Years of Living in HK



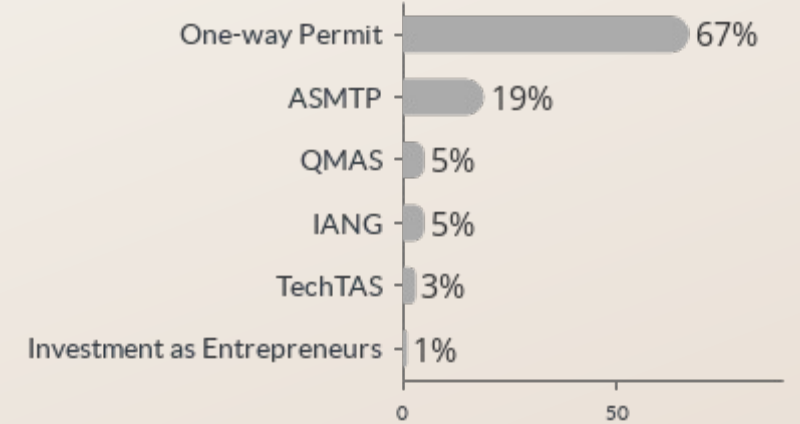
### Monthly Personal Income (HK\$)



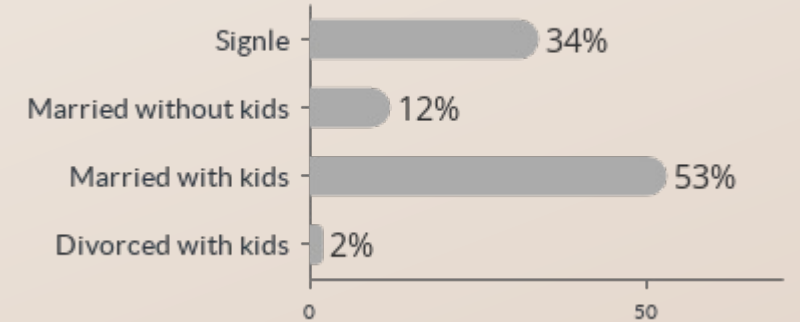
### Monthly Household Income (HK\$)



### Immigration Scheme



### Marital Status



## How New Hongkongers' Digital Habits Change After Relocation



1

**Social Media  
Platforms**

2

Entertainment  
Platforms

3

- Instant Messaging
- News & Information
  - Daily Tools
- Search Engine

4

Digital Payment  
Platforms

5

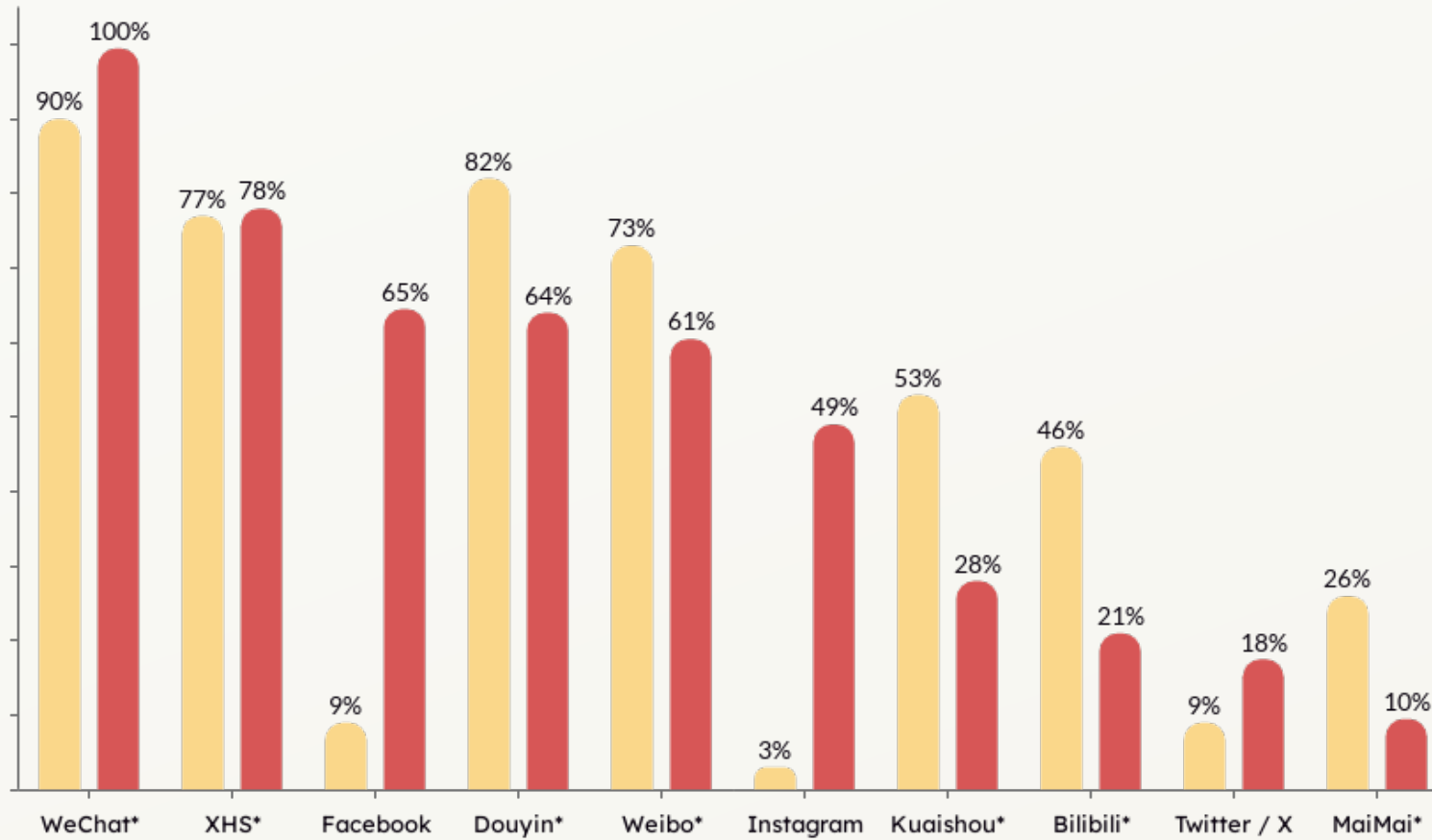
Most Favorable  
Used Platforms



# New Hongkongers are Maintaining Strong Ties to Chinese Social Media

### Social Media Platform Usage: Current vs. Before Arriving Hong Kong

Usage Before Arriving HK    Current Usage (P4W)



While Facebook and Instagram usage has shown some growth, our survey reveals the enduring importance of Chinese social media platforms for New Hongkongers.

**WeChat's Undisputed Lead:** All respondents (100%) reported using WeChat after relocating to Hong Kong, solidifying its position as the primary social media platform.

**Xiaohongshu's Growing Influence:** A significant portion (78%) of respondents actively use Xiaohongshu, highlighting its potential as a platform for influencing purchasing decisions and brand awareness among New Hongkongers

Remarks: (\*) : Platforms originating from Mainland China.

# Connecting Across Ages: Social Media Use by New Hongkongers

	Age Groups			
	18-29	30-39	40-49	50-64
WeChat	98	100	100	100
XHS	80	86	84	53
Facebook	72	73	77	18
Douyin	67	66	64	56
Weibo	63	57	75	38
Instagram	87	64	23	6
Kuaishou	22	30	43	9
Bilibili	35	21	16	6
Twitter	22	23	16	3



**WeChat's Dominance:** WeChat maintains its position as the most widely used platform across all age groups, with usage rates consistently exceeding 90%.



**Xiaohongshu's Appeal:** Xiaohongshu demonstrates strong engagement among younger demographics, particularly those aged 18-29 and 30-39.



**Weibo's Niche:** Weibo exhibits a slight preference among the 40-49 age group, suggesting a potential correlation with interests and usage patterns.

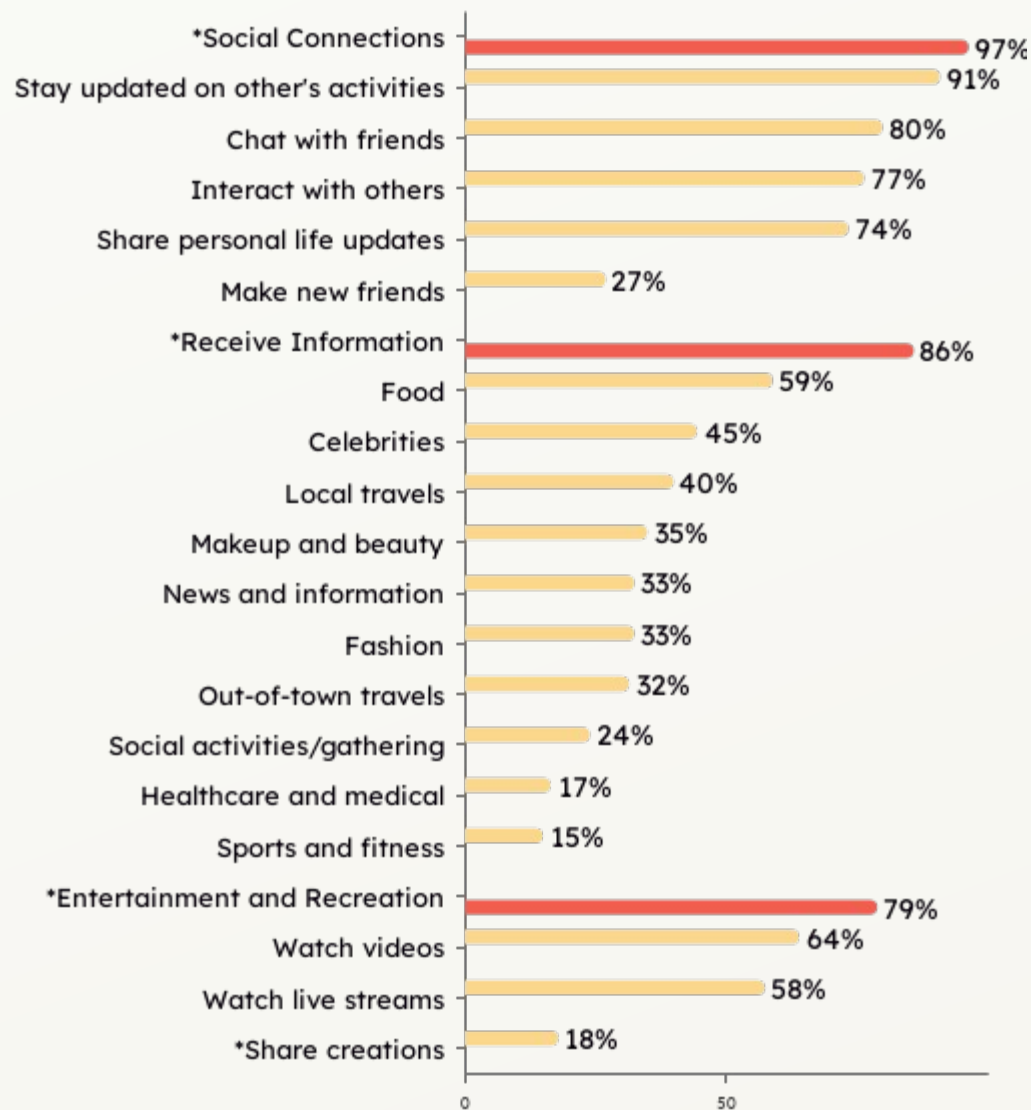


**Instagram's Youthful Draw:** Instagram enjoys significant popularity among the younger generations, with usage rates exceeding 60% for those aged 18-39.



# Unveiling the Social Media Motivations of New Hongkongers

## Current Social Media Motivations



	Age %			
	18-29	30-39	40-49	50-64
	96	100	95	94
	93	93	93	82
	89	71	80	79
	83	73	77	71
	76	77	77	59
	48	27	20	6
	85	89	79	71
	48	55	71	62
	37	50	52	35
	39	38	43	41
	48	41	30	12
	30	29	41	29
	43	36	29	18
	35	29	32	29
	28	25	30	6
	15	9	18	29
	19	13	16	12
	82	82	79	71
	65	71	57	62
	59	59	59	50
	19	14	23	15

**Staying Connected:** New Hongkongers use social media primarily to connect with loved ones and online communities, highlighting its importance for fostering relationships and a sense of belonging.

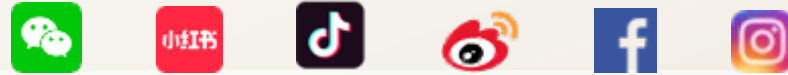
**Engage with others:** They actively engage on social media through likes, comments, and shares, demonstrating their desire to connect, share ideas, and participate in online discussions.

**Information Seeking:** Social media serves as a valuable source of information, particularly for younger demographics (18-39). This presents a significant opportunity for businesses to reach this audience with informative content.

**Product Discovery:** Many New Hongkongers use social media to learn about products and services, making it a key channel for product discovery. This highlights the potential of social media for businesses to promote their offerings and reach potential customers.



# Platform-Specific Usage Patterns Among New Hongkongers



	WeChat	XHS	Douyin	Weibo	Facebook	Instagram
<b>Social Connections</b>	<b>100</b>	<b>63</b>	<b>71</b>	<b>92</b>	<b>96</b>	<b>94</b>
Chat with friends, family, and colleagues	97	30	34	50	70	75
Stay updated on followed users' activities	90	52	54	82	89	86
Share personal life updates	79	30	36	58	64	72
Interact through likes, comments, shares	71	46	50	40	68	67
Make new friends	17	10	11	14	23	33
<b>Receive Information</b>	<b>45</b>	<b>94</b>	<b>70</b>	<b>78</b>	<b>55</b>	<b>78</b>
Food	20	75	36	38	28	36
Social activities/gathering	16	9	4	14	15	28
News and information	14	18	13	34	26	17
Local travels	11	48	27	14	30	25
Makeup and beauty	10	40	23	26	17	36
Out-of-town travels	7	43	14	10	17	22
Celebrities	6	39	30	52	19	39
Fashion	6	30	27	16	13	36
Sports and fitness	2	16	14	2	9	11
Healthcare and medical	1	27	2	12	6	8
Parenting	-	13	2	12	11	3
<b>Entertainment and Recreation</b>	<b>33</b>	<b>70</b>	<b>95</b>	<b>42</b>	<b>55</b>	<b>64</b>
Watch videos	26	57	80	30	40	42
Watch live streams	13	46	82	26	11	28
Gaming	6	5	7	2	17	6
Shopping	5	9	4	2	6	17
<b>Share creations</b>	<b>5</b>	<b>13</b>	<b>11</b>	<b>18</b>	<b>6</b>	<b>11</b>
<b>Business and brand promotion</b>	<b>10</b>	<b>6</b>	<b>4</b>	<b>10</b>	<b>11</b>	<b>17</b>

**Social Connections Dominate:** WeChat, Weibo, Facebook, and Instagram are primarily used for social connections, enabling users to interact with friends, family, and followed users.

**WeChat's Personal Touch:** WeChat stands out as the platform for sharing personal life updates, highlighting its role in fostering intimate connections.

**Xiaohongshu as Information Hub:** Douyin and Xiaohongshu are predominantly utilized for receiving information, with Xiaohongshu catering to food and local travel interests. This contrasts with its Chinese counterpart, which focuses more on beauty and luxury products. This divergence highlights the unique interests of New Hongkongers in exploring Hong Kong's culinary scene and local attractions.

**Weibo's Niche:** Weibo exhibits a preference for news, current events, and celebrity content, suggesting a distinct user demographic.

# Tailoring Your Social Media Strategy for New Hongkongers: By Age Groups



## 18-29 Year Old



### Xiaohongshu

- Showcase food, travel, and lifestyle experiences.



### Instagram

- Utilize Stories, contests, and user-generated content.



### Douyin

- Develop engaging short-form video content.



## 30-39 Year Old



### WeChat

- Utilize polls, mini-programs, and group chats to drive engagement.



### Xiaohongshu

- Partner with influencers and leverage user-generated content for product recommendations.



## 40+ Year Old



### WeChat

Foster a personal touch with high-quality content and utilize features like group chats.



### Douyin & Xiaohongshu



- Explore for content on health, hobbies, or family-related topics

## How New Hongkongers' Digital Habits Change After Relocation



1

Social Media  
Platforms

2

**Entertainment  
Platforms**

3

- Instant Messaging
- News & Information
  - Daily Tools
- Search Engine

4

Digital Payment  
Platforms

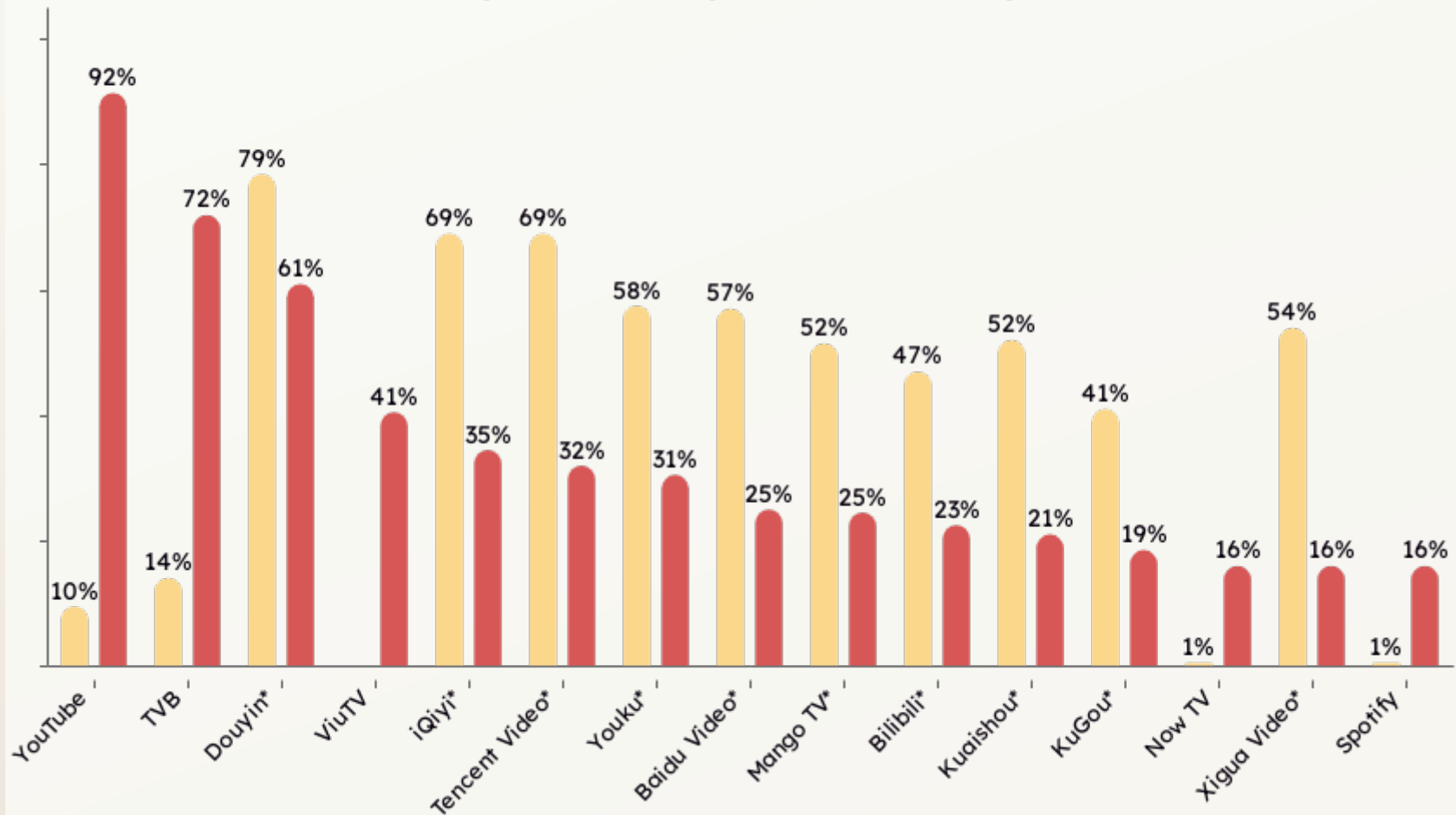
5

Most Favorable  
Used Platforms

# Entertainment Platform Landscape in Hong Kong: YouTube Leads, Mainland Presence Remains Strong

Entertainment Platform Usage: Current vs. Before Arriving Hong Kong

Usage Before Arriving HK (Yellow) | Current Usage (P4W) (Red)



**YouTube Dominates:** YouTube reigns supreme as the leading entertainment platform, experiencing the most significant usage surge compared to its Mainland counterpart. TVB trails closely behind, holding a strong position among New Hongkongers.

**Mainland Platforms Retain Presence:** Despite YouTube's dominance, Mainland video platforms remain notable in Hong Kong. Among the top 15 video platforms used by New Hongkongers, 10 are Mainland platforms, accounting for 66.6% of total usage.

**Dispersed Usage of Mainland Platforms:** Usage of Mainland video platforms is dispersed across various services, with Douyin holding the highest share at 61%, followed by a range of other platforms with usage rates ranging from 56% to 16%.

Remarks: (\*) : Platforms originating from Mainland China.

# Age-Diverse Usage of Video Platforms Among New Hongkongers

	Age Groups			
	18-29	30-39	40-49	50-64
YouTube	94	93	91	85
TVB	59	70	79	85
Douyin	65	63	66	44
ViuTV	54	48	32	21
iQiyi	32	39	43	18
Tencent Video	30	38	39	15
Youku	32	34	32	21
Baidu Video	17	30	21	35
Mango TV	17	20	41	18
Bilibili	37	23	18	6
Kuaishou	9	29	36	3
KuGou	22	25	18	3
Now TV	15	21	18	6
Xigua Video	19	14	20	9
Spotify	33	21	4	-

New Hongkongers have a diverse range of preferences regarding video content.



**YouTube, TVB, and Douyin Lead the Way:** Douyin and YouTube co-lead as the most favorable entertainment platform in all age groups. However, Douyin has a stronger presence among the high-income group (aged 30-49) than YouTube, showing its popularity among affluent New Hongkongers with higher spending power.



**ViuTV Captures Younger Audience:** While ranking fourth overall, ViuTV enjoys strong popularity among viewers under 40, suggesting targeted content resonates.

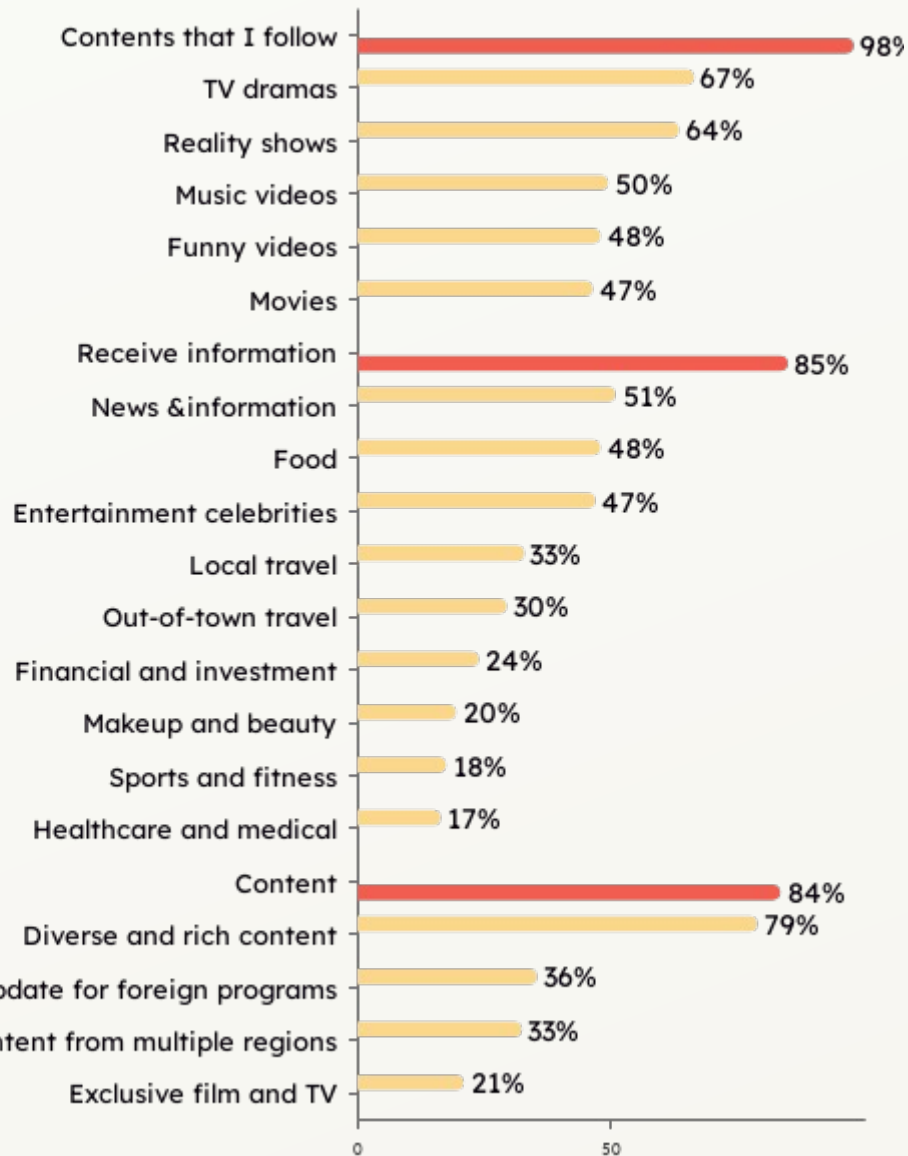


**Douyin's Age-Defying Appeal:** Douyin's usage is surprisingly consistent across all age groups (18-29, 30-39, 40-49), exceeding expectations of a primarily youth-oriented platform.



# Unveiling the Social Media Motivations of New Hongkongers

## Current Social Media Motivations



	Age%			
	18-29	30-39	40-49	50-64
Contents that I follow	93	100	100	100
TV dramas	56	73	63	79
Reality shows	65	57	68	65
Music videos	57	63	41	29
Funny videos	48	45	46	56
Movies	41	41	52	56
Receive information	78	80	91	94
News & information	33	46	63	68
Food	39	43	55	59
Entertainment celebrities	44	39	52	56
Local travel	17	34	41	44
Out-of-town travel	19	30	34	38
Financial and investment	13	27	30	27
Makeup and beauty	19	16	25	18
Sports and fitness	20	13	21	15
Healthcare and medical	4	11	25	32
Content	85	80	88	79
Diverse and rich content	76	77	88	74
Continuous update for foreign programs	37	36	38	29
Content from multiple regions	26	32	41	29
Exclusive film and TV	20	14	32	15

**Entertainment Focus:** The primary drivers for using entertainment platforms among New Hongkongers are staying updated on TV programs and enjoying the wide variety of content. This underscores the crucial role of entertainment value in not just attracting, but also retaining users.

**Age-Specific Preferences:** Individuals in their 40s and 50s are particularly interested in healthcare and medical-related content on these platforms. This underscores the potential for content creators and businesses to cater to specific demographics with targeted offerings.

**Shifting Information Landscape:** Video platforms influence information consumption more than social media. This is evidenced by the significantly higher proportion (85%) of video platform users relying on these platforms for various aspects, compared to only 40% of social media users using video platforms for information.



# Beyond Entertainment: Info Hubs Emerge on Video Platforms



	YouTube	TVB	Douyin	VIU	Tencent
<b>Receive information</b>	<b>88</b>	<b>84</b>	<b>82</b>	<b>74</b>	<b>75</b>
Food	61	29	46	32	20
News and information	50	68	5	52	50
Entertainment celebrities	43	36	41	42	40
Local travel	43	20	31	32	-
Out-of-town travel	41	16	21	26	15
Makeup and beauty	18	9	33	7	5
Financial and investment	15	29	3	23	25
Fashion	15	4	28	10	5
Healthcare and medical	15	14	3	10	20
<b>Content</b>	<b>85</b>	<b>50</b>	<b>87</b>	<b>55</b>	<b>75</b>
Diverse and rich content	77	46	87	55	75
Provide content from multiple countries/regions	47	14	18	10	10
Latest update for foreign programs	28	20	31	-	35
Provide exclusive production of film and TV	12	13	26	3	10
<b>Contents that I follow</b>	<b>77</b>	<b>98</b>	<b>74</b>	<b>94</b>	<b>90</b>
Funny videos	37	5	54	10	35
Music videos	32	7	41	19	30
Movies	31	27	-	26	50
Reality shows	31	61	13	68	65
TV dramas	26	93	-	71	65
Radio/podcast	8	-	21	3	5
Sales livestream	1	-	23	-	-
<b>Interaction and Communication</b>	<b>10</b>	<b>2</b>	<b>62</b>	<b>7</b>	<b>20</b>
Rate and comment on watched videos	8	-	31	3	-
Send bullet comments during video playback	3	2	41	3	5

**YouTube and Douyin - Beyond Entertainment:** These platforms cater to a broader range of informational needs, with a significant share of users relying on them for various life information categories (e.g., food, travel, finance). Their diverse content offerings likely attract users seeking information alongside entertainment. This observation suggests that YouTube and Douyin are becoming significant sources of information for New Hongkongers, potentially surpassing traditional media (TVB, ViuTV) in this regard.

**TVB and ViuTV - Focus on Dramas:** These platforms focus primarily on television dramas. While they might offer some informative content, the data suggests their primary function for New Hongkongers is watching dramas.

# Entertainment Content Strategy - By Age Group



## 18-29 Year Old

**Focus on Entertainment:** This age group might leverage entertainment platforms primarily for entertainment purposes (watching TV dramas, reality shows, music videos, etc.), with a secondary focus on information.

**Social Media and Video Overlap:** They might use a combination of social media and video platforms for information consumption, potentially seeking content related to social media trends, celebrity news, or gaming.



## 30-39 Year Old

**Shifting Priorities:** This age group might exhibit a more balanced approach, using entertainment platforms for entertainment and information gathering.

**Local Focus:** Their information needs could be geared towards local news and current events, along with lifestyle content related to family activities, travel, or parenting, and videos offering professional advice or industry insights.



## 40-49 Year Olds

**Information-Centric:** This age group likely prioritizes information seeking on video platforms.

**Healthcare Focus:** As highlighted in the chart, there's a strong interest in healthcare and medical content. They might seek explainer videos on medical conditions, healthy living tips, or interviews with medical professionals.

**Financial Awareness:** Videos related to investment strategies, retirement planning, or personal finance management could be relevant for this age group.



## 50+ Year Olds

**Focus on Specific Needs:** Information consumption patterns for this age group might be more diverse.

**Health and Wellness:** Videos focused on maintaining good health, managing chronic conditions, or staying active could be of significant interest.

**News and Broader Interests:** They might follow national and international news focusing on political events or social issues. Video platforms could also offer content related to hobbies and interests such as gardening, cooking, or arts and crafts.

# Reaching New Hongkongers Through Entertainment Platforms



## Proritize YouTube

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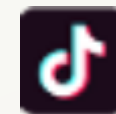
Acknowledge YouTube's dominance, and prioritize content creation and marketing efforts on this platform to reach a broad audience.



## Explore Mainland Platforms

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Consider using Douyin, iQiyi, and Tencent Video to reach New Hongkongers interested in Mainland content. Research these platforms thoroughly to understand their audience and tailor your content accordingly.



## Reaching Douyin for Affluent Audience

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Leverage Douyin's strength in reaching affluent New Hongkongers by prioritizing this platform for marketing efforts. Develop content focused on luxury, lifestyle, and business-related topics. Utilize influencer marketing and Douyin advertising tools to maximize reach.

## How New Hongkongers' Digital Habits Change After Relocation



1

Social Media  
Platforms

2

Entertainment  
Platforms

3

- **Instant Messaging**
- **News & Information**
  - **Daily Tools**
  - **Search Engine**

4

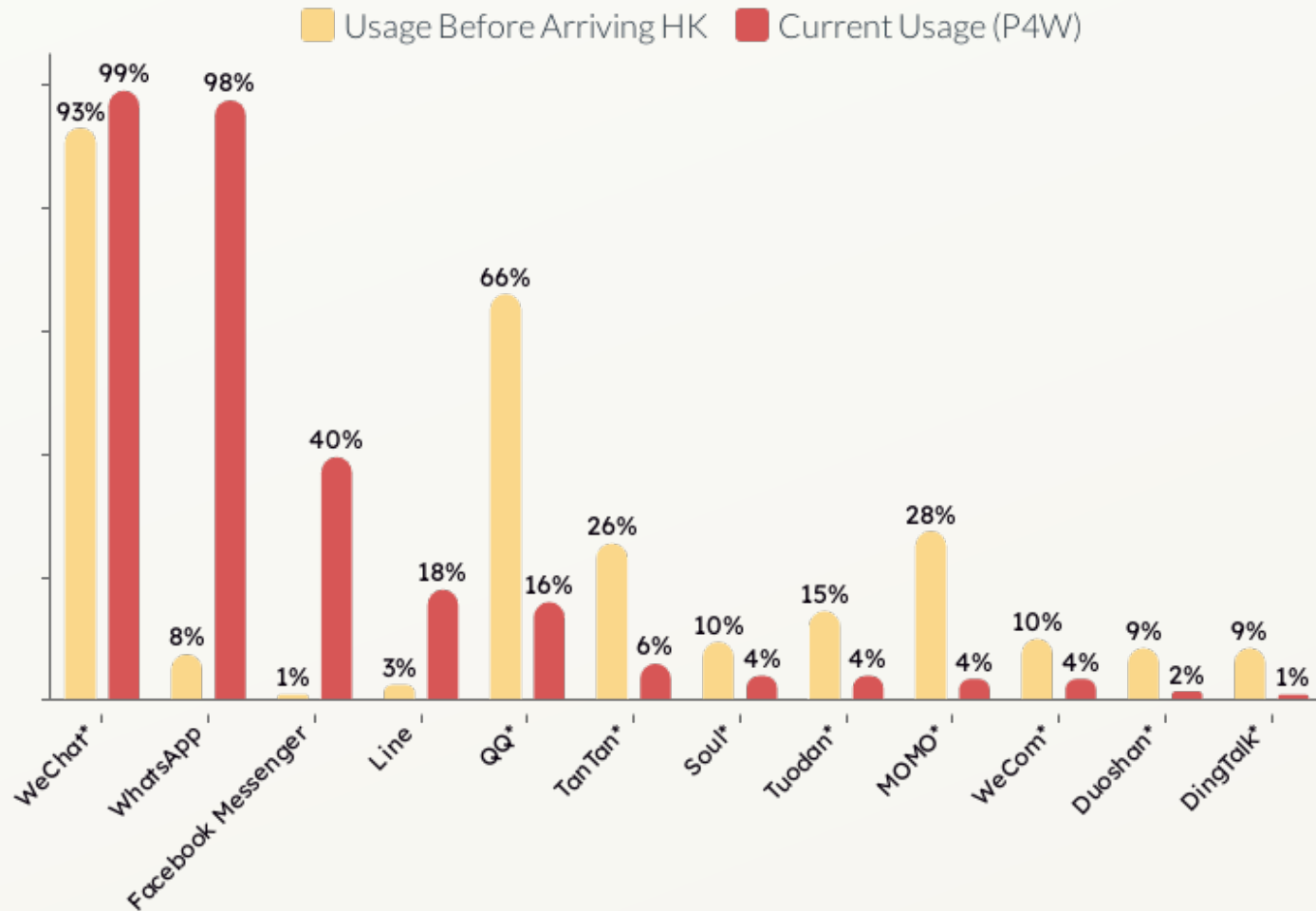
Digital Payment  
Platforms

5

Most Favorable  
Used Platforms

# Shifting Messaging App Preferences Among New Hongkongers

## Instant Messaging Platform Usage: Current vs. Before Arriving Hong Kong



Remarks: (\*) : Platforms originating from Mainland China.



**WeChat Remains King:** WeChat continues to be the dominant messaging app for New Hongkongers in Hong Kong, with a near-universal usage rate of 99%.



**Rise of Global Platforms:** The data indicates a significant increase in WhatsApp and Facebook Messenger usage after relocation. This suggests a growing preference for these globally recognized platforms.



**Leverage Multi-Platform Approach:** Brands can adopt a multi-platform approach encompassing WeChat, WhatsApp, and Facebook Messenger to maximize reach and engagement across the diverse messaging app landscape. Create content that aligns with the specific norms and preferences of each platform. For instance, utilize WeChat's extensive features for rich media content, while keeping WhatsApp messages concise and direct.



# WeChat and WhatsApp are the Primary Instant Messaging Platforms Across All Age Groups

	Age Groups			
	18-29	30-39	40-49	50-64
WeChat	98	100	100	97
WhatsApp	100	96	98	94
Facebook Messenger	63	45	34	3
Line	37	18	11	-
QQ	17	21	16	6
TanTan	11	4	7	-
Soul	7	4	4	-



## 18-29 Years:

This age group prioritizes mobile communication, with **WeChat (98%)** and **WhatsApp (100%)** reigning supreme. While Facebook Messenger sees notable usage (63%), it doesn't compete with the dominance of these two platforms.



## 30-39 Years:

Consistently high usage of **WeChat (100%)** and **WhatsApp (96%)**. Facebook Messenger and QQ see notable usage but lower than in the younger group.



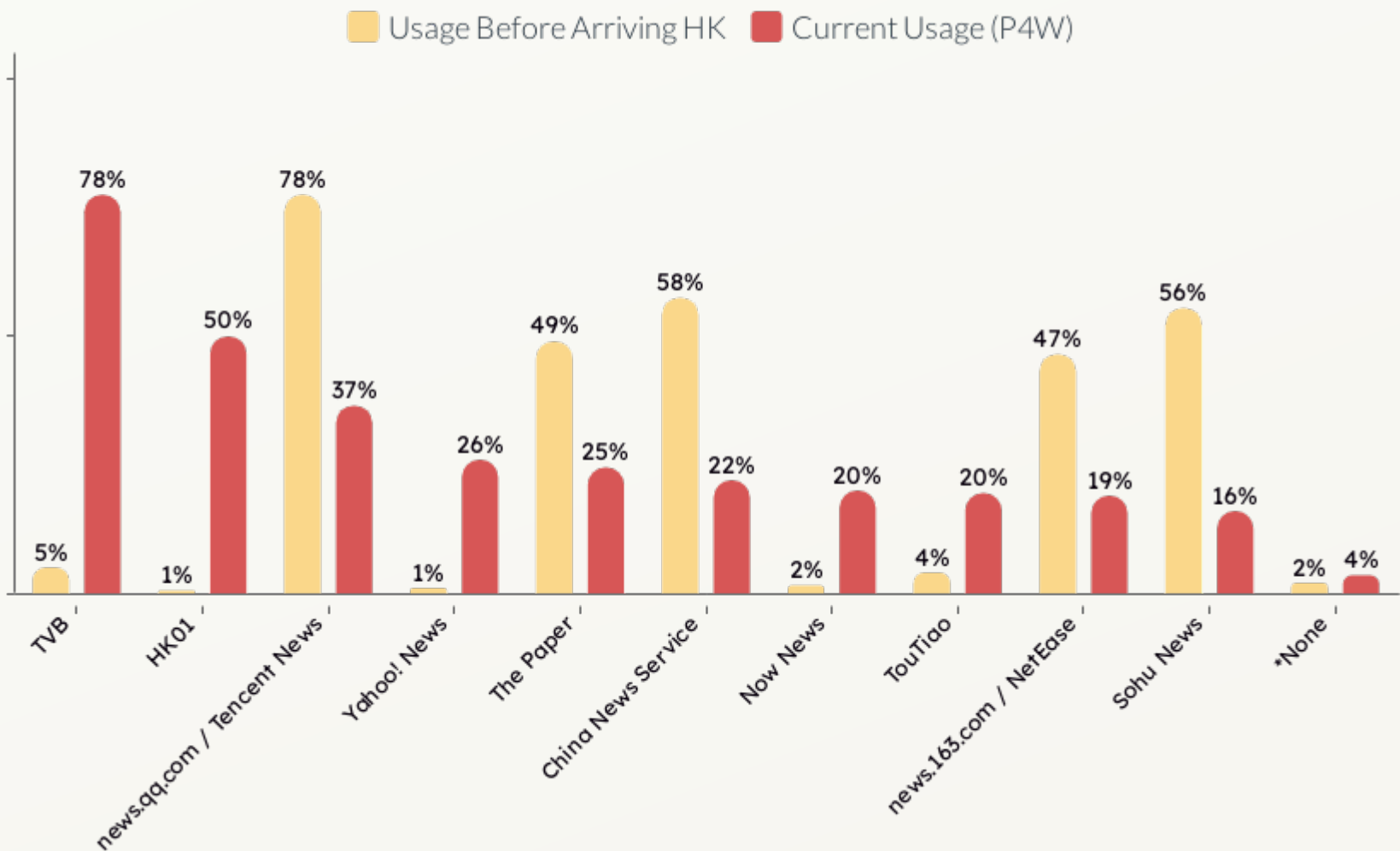
## 40+ Years:

**WeChat (100%)** and **WhatsApp (98%)** are used predominantly. Usage of other platforms significantly drops in this age group.

Remarks: Past four week usage

# The News Landscape of New Hongkongers: Traditional Media Endures, Digital Platforms Rise

News and Information Platform Usage: Current vs. Before Arriving Hong Kong



**Local Media Dominance:** New Hongkongers strongly prefer local media platforms for news and information consumption. TVB and HK01 lead the way with 78% and 50% usage rates, respectively.

**HK01's Rise as a Digital News Source:** HK01 has emerged as a significant player in the digital news landscape, securing the second-highest usage rate among New Hongkongers.

**Mainland Media Presence:** Tencent News, representing Mainland media, holds the third spot with a usage rate of 37%. This indicates a continued interest in Mainland news content among New Hongkongers.

# Shifting News Landscape with Age Nuances

	Age Groups			
	18-29	30-39	40-49	50-64
TVB	61	75	88	91
HK01	61	41	59	32
news.qq.com / Tencent News	37	41	43	18
Yahoo! News	35	20	18	35
The Paper	20	25	27	27
China News Service	7	25	32	24
Now News	22	29	18	6
TouTiao	17	21	23	15
news.163.com / NetEase	15	20	27	12
Sohu News	15	14	21	12
None	6	4	4	-



**TVB:** A Cross-Generational Favorite: TVB remains a dominant news source across all age groups, suggesting its broad appeal and established reputation. This highlights the continued importance of traditional media for New Hongkongers



**Digital Divide with Nuances:** While the chart indicated a trend towards digital news platforms among younger demographics (18-29), the additional information reveals Yahoo! News penetrates both the 18-29 and 50-64 age groups. This suggests a potential interest in digital news beyond just the youngest demographic.

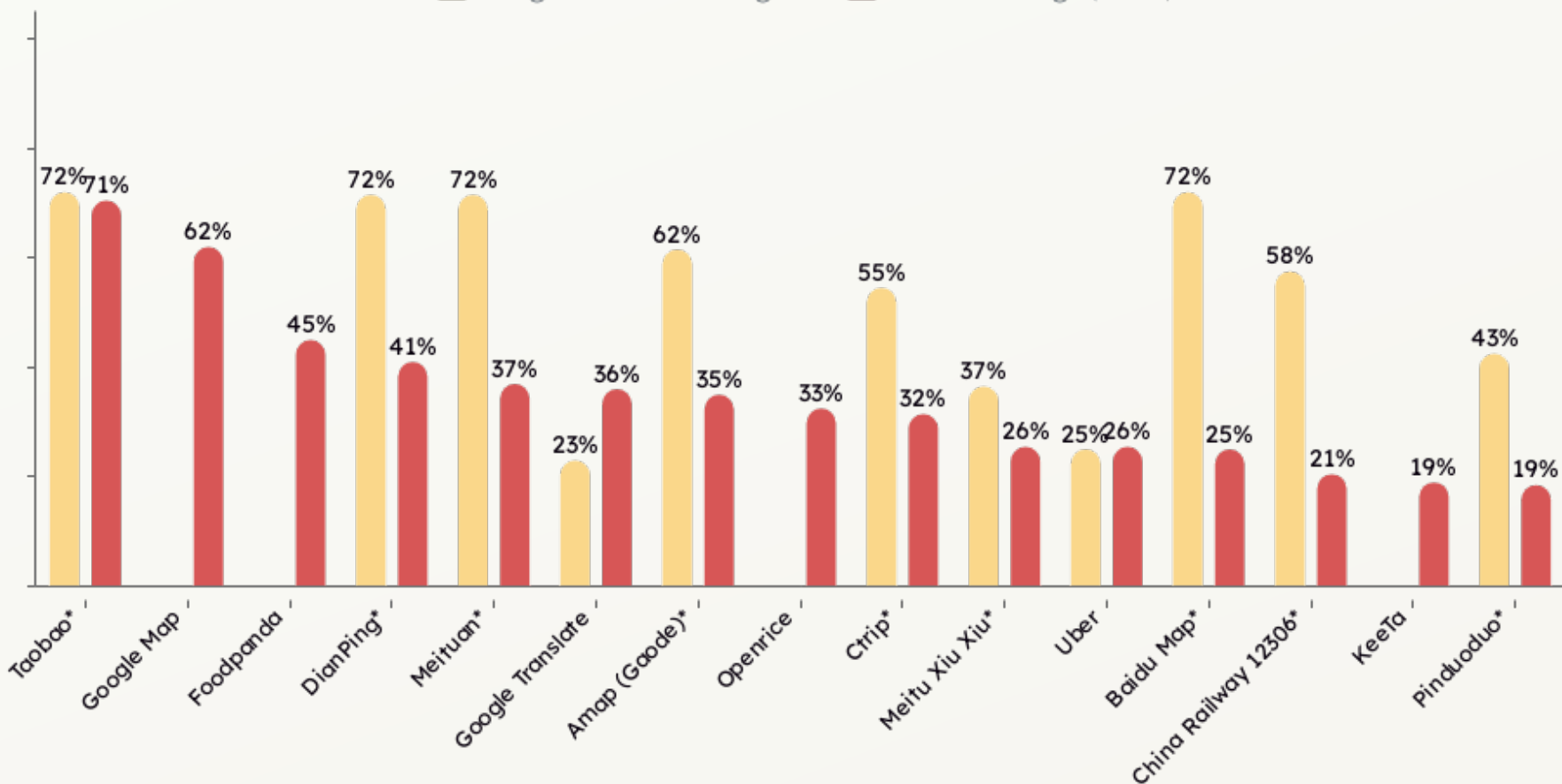


**Now News Targets Younger Audience:** The data shows Now News has a stronger presence among viewers under 40. This might indicate a focus on content or delivery style that resonates more with younger generations.

# Shifting Preferences of Daily Tools After Relocation

Daily Tools Usage: Current vs. Before Arriving Hong Kong

Usage Before Arriving HK (Yellow) | Current Usage (P4W) (Red)



**Taobao Maintains Dominance:** Taobao remains the most commonly used daily tool, regardless of location. This suggests a strong preference for this platform for various daily needs.

**Mapping App Switch:** The preferred mapping application transitioned from Baidu Map to Google Map after relocation to Hong Kong. This indicates a potential shift towards platforms familiar with the new location.

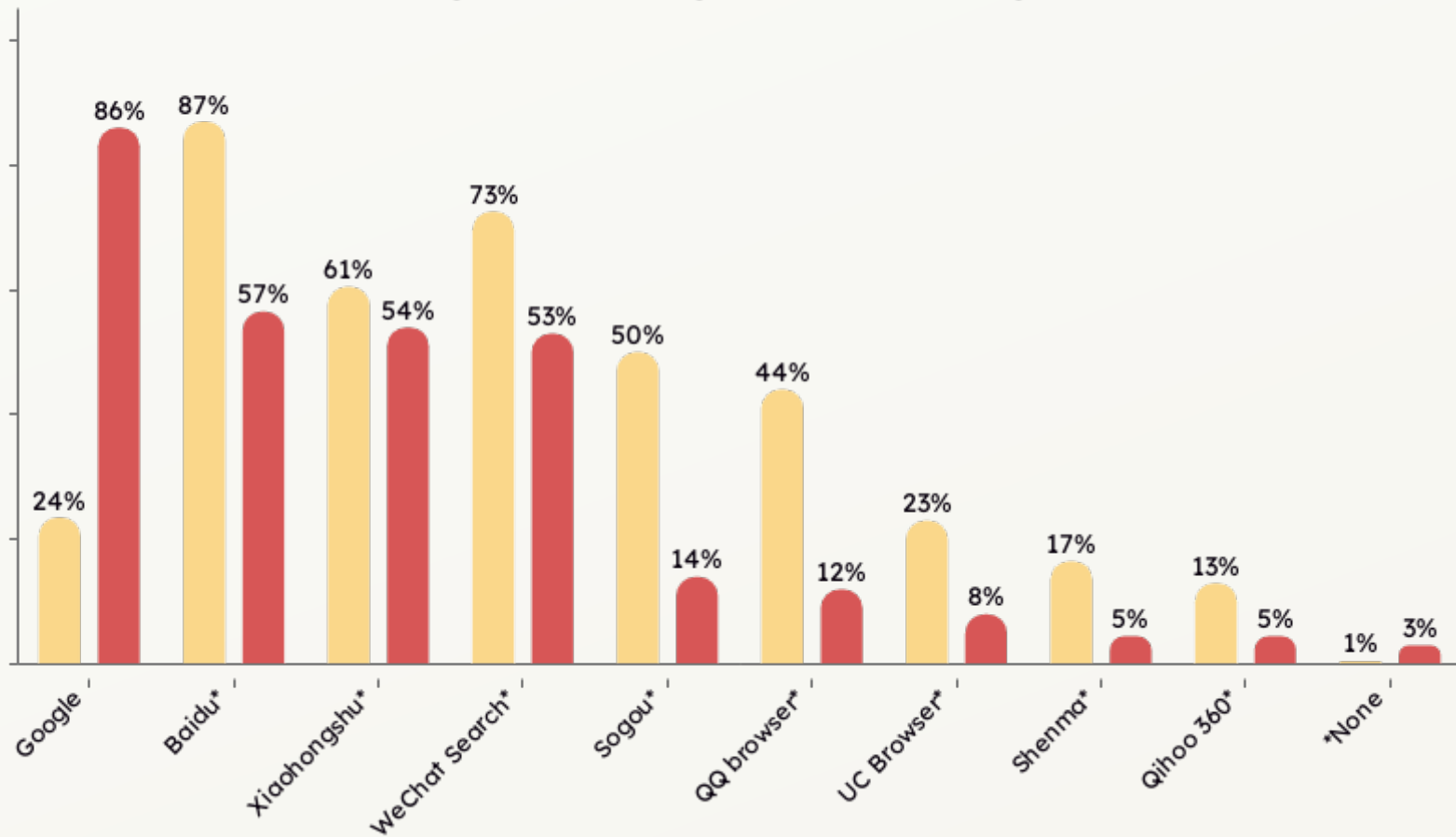
**Foodpanda's Triumph:** Foodpanda has emerged as the undisputed champion in the realm of food delivery platforms, underscoring its dominance in the relocated area. The usages of DianPing and Meituan are on par with Openrice, indicating a competitive landscape.

Remarks: (\*) : Platforms originating from Mainland China.

# New Hongkonger Search Trends: A Mix of Familiarity and Local Integration

Search Engine Usage: Current vs. Before Arriving Hong Kong

Usage Before Arriving HK    Current Usage (P4W)



**Google Search Leads the Pack:** Google Search remains the leading search platform for "New Hongkongers," likely due to its global popularity and user-friendly interface.



**Continued Reliance on Mainland Platforms:**



The data reveals a significant presence of Baidu, Xiaohongshu, and WeChat Search.



This suggests a continued preference for familiar platforms from Mainland China.



**Xiaohongshu - A Sticky Social Platform:**

**Strong User Retention:** The minimal drop in Xiaohongshu usage after relocation to Hong Kong indicates a high level of user stickiness for this platform. This suggests Xiaohongshu effectively caters to the needs and interests of New Hongkongers and might be a valuable platform for businesses targeting this demographic.

## How New Hongkongers' Digital Habits Change After Relocation



1

Social Media  
Platforms

2

Entertainment  
Platforms

3

- Instant Messaging
- News & Information
  - Daily Tools
- Search Engine

4

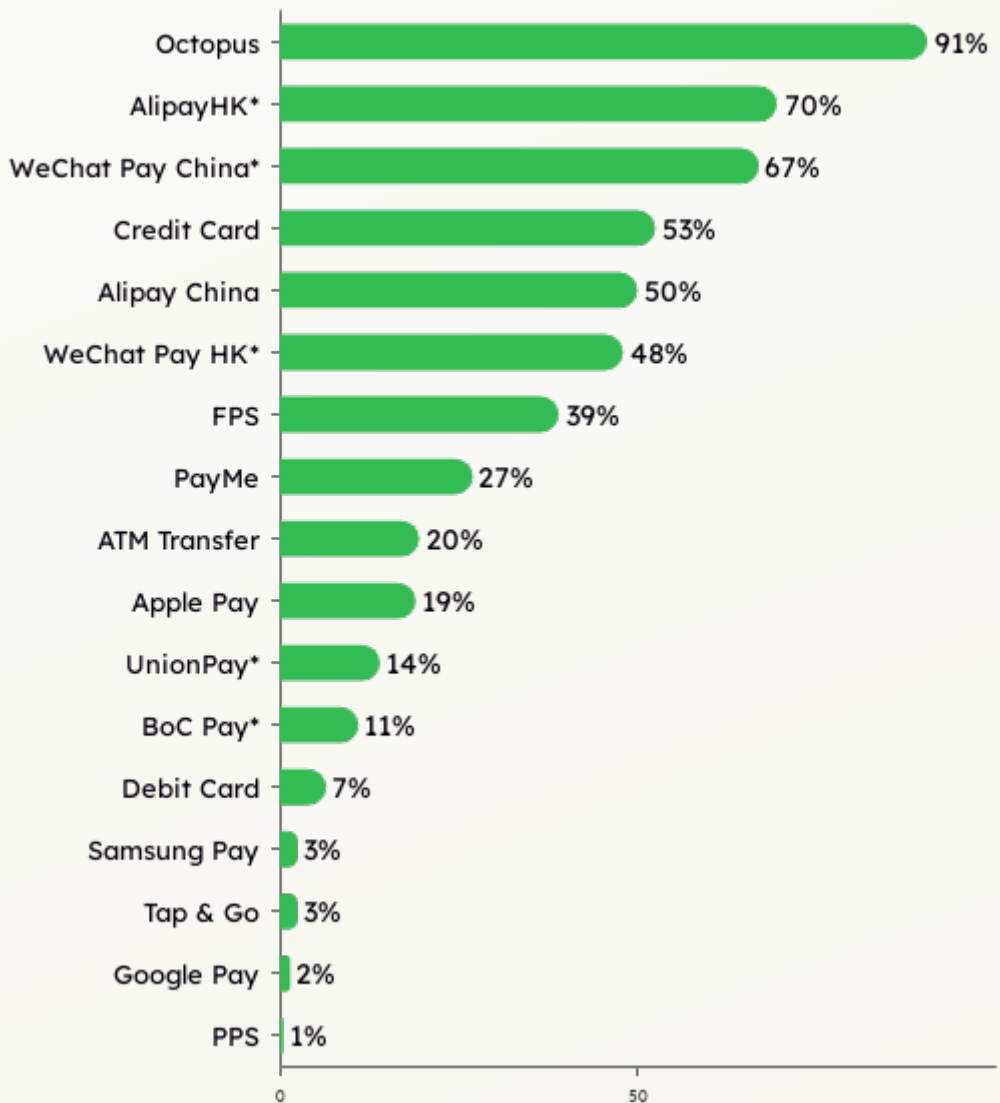
**Digital Payment  
Platforms**

5

Most Favorable  
Used Platforms

# Age Shapes Payment Preferences: Mobile Wallets Rise, Octopus Card Endures

Current Usage of Digital Payment Methods



	Age %			
	18-29	30-39	40-49	50-64
Octopus	93	86	89	97
AlipayHK*	74	73	77	44
WeChat Pay China*	52	73	82	56
Credit Card	50	63	52	41
Alipay China	39	57	68	27
WeChat Pay HK*	43	48	59	38
FPS	52	46	34	15
PayMe	39	34	20	9
ATM Transfer	19	14	29	15
Apple Pay	28	29	11	3
UnionPay*	13	18	18	3
BoC Pay*	13	14	13	-
Samsung Pay	2	13	7	3
Tap & Go	-	-	9	-
Google Pay	-	7	2	-
PPS	2	2	2	-



**Octopus Card - The Undisputed Leader:** The Octopus card remains the undisputed leader in digital payments, with a usage rate of 91% across all age groups. This solidifies its position as an essential tool for everyday transactions in Hong Kong.



**Mobile Wallets on the Rise:** AlipayHK and WeChat Pay China show strong adoption rates (70% and 67% respectively), indicating a growing preference for mobile wallets among New Hongkongers. There's also persistence in using Alipay China (50%), especially among the 30-49 age groups.



**Widespread Adoption Across Age Groups:** Usage rates for both mobile wallets remain consistent across different age segments, hovering around 70% for AlipayHK and 60-70% for WeChat Pay China. This suggests a broad appeal for these platforms.

## How New Hongkongers' Digital Habits Change After Relocation



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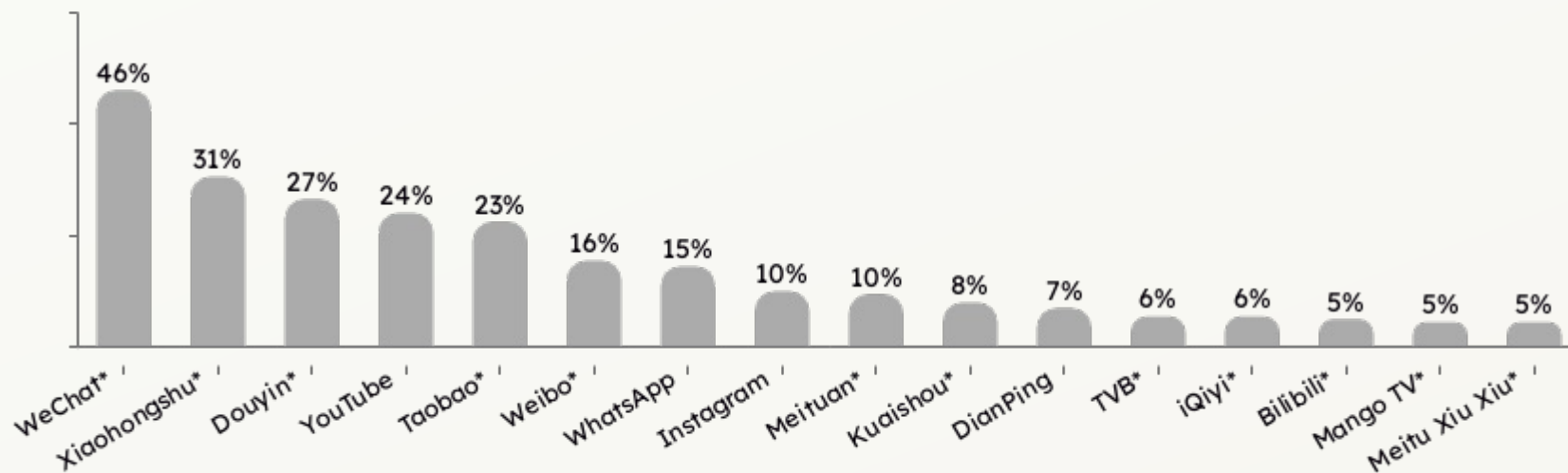
Digital Payment  
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**Most Favorable  
Used Platforms**

# Mainland Platforms Prevail, YouTube Makes Strong Showing

Most Favourable Used Platforms



**Social Media Dominated by Mainland Platforms:** WeChat remains the undisputed leader in social media, highlighting its importance for staying connected, sharing information, and potentially for social commerce among New Hongkongers

**Xiaohongshu Popular for Younger Demographics:** Xiaohongshu is a strong contender, particularly among younger users (18-29 year old). This suggests its value for reaching this demographic with lifestyle, food, and travel content.

**Douyin Sees Steady Usage:** Douyin maintains consistent usage across all age groups, potentially indicating its broad appeal for entertainment and content creation.

**YouTube Emerges as a Top Choice:** Interestingly, YouTube, the only non-Mainland platform among the top five, showcases its growing popularity as a preferred platform for entertainment among New Hongkongers.

AGE %	18-29	30-39	40-49	50-64	WeChat*	Xiaohongshu*	Douyin*	YouTube	Taobao*	Weibo*	WhatsApp	Instagram	Meituan*	Kuaishou*	DianPing	TVB*	iQiyi*	Bilibili*	Mango TV*	Meitu Xiu Xiu*
18-29	26	30	26	33	20	13	20	20	9	4	15	-	4	4	2	4				
30-39	45	36	30	27	20	14	11	16	11	11	5	-	-	5	5	4				
40-49	50	32	27	16	30	18	11	-	14	11	5	5	13	7	9	4				
50-64	74	21	21	18	18	18	-	-	6	-	24	6	3	-	9					



## **04. Final Takeaways: Strategic Recommendations for Businesses Targeting New Hongkongers**

## 18-29 Years Old New Hongkongers

"Gotta stay on top of the latest shows, influencers, and all the fun stuff."



### Primary Platforms



### Social Media Motivations

Social media serves as a valuable tool for information discovery. They leverage platforms like **Xiaohongshu** and **WeChat** to access news updates and stay informed about current events, local happenings, or industry trends.

### Entertainment Motivations

This age group prioritizes entertainment, enjoying a wide variety of content like music videos, comedy sketches, or short-form entertainment on **Douyin**.

### Effective Strategies

- **WeChat:** The go-to platform for communication and staying connected. Utilize targeted advertising on WeChat to reach this highly connected audience.
- **Xiaohongshu:** A hub for discovering trends, products, and experiences. Leverage influencer marketing and showcase food, travel, and lifestyle content relevant to their interests.
- **Douyin:** Create captivating and engaging short video content for Douyin, catering to their desire for entertainment and discovery.



## 30-39 Years Old New Hongkongers

*"I love catching up on the latest shows, but staying informed about local news and trends is important too."*



### Primary Platforms



### Social Media Motivations

The group seamlessly integrates social media into their daily lives, utilizing various platforms to stay connected and informed. They leverage messaging features on **WeChat** to maintain strong bonds with friends and family while utilizing **Weibo** to access current events, local news, and industry updates relevant to their careers or interests. Social media also serves as a valuable tool for product discovery, allowing them to research products and services through reviews and recommendations from trusted sources.

### Entertainment Motivations

This age group seeks entertainment through a multi-faceted lens. They unwind with various content on platforms like **Douyin**, enjoying music videos, comedy sketches, or engaging short-form entertainment. Staying on top of popular culture trends and what's buzzing online is also important to them.

### Effective Strategies

- ➔ **Multi-Platform Approach:** Utilize a combination of platforms to reach this audience, considering their diverse needs. Leverage Weibo for targeted campaigns focused on news and information while using engaging content on **Xiaohongshu** and **Douyin** to cater to their entertainment side.
- ➔ **Personalized Engagement on WeChat:** Maintain consistent engagement through personalized messages, informative articles, or loyalty programs.



## 40+ Years Old New Hongkongers

*"Can't miss my favorite shows,  
but gotta catch the news and some health tips  
online too!"*



### Primary Platforms



### Social Media Motivations

Staying connected: **WeChat** remains crucial for staying connected with friends and family.

### Entertainment Motivations

This age group enjoys a wide variety of content, including TV shows. They appreciate the diverse entertainment options on video platforms like YouTube and Douyin. Videos on medical conditions, healthy living, or featuring medical professionals are highly interesting. Content related to investment strategies, retirement planning, or personal finance management is also relevant.

### Effective Strategies

- ➔ **Video marketing:** Leverage YouTube and Douyin to create informative and entertaining video content that aligns with their interests (e.g., healthcare explainer videos, financial tips, cultural trends, etc.). Consider shorter content formats for Douyin to cater to its preference for short-form videos. They might also follow national and international news and be interested in hobbies like gardening, cooking, or arts and crafts.
- ➔ **Targeted WeChat Ads:** Utilize WeChat ads to reach this audience segment with relevant and personalized messages.
- ➔ **TVB Advertising (50+):** Consider TVB advertising to tap into their reliance on traditional media for news and information.





# Want to Learn More About our New Hongkonger Marketing Solutions?

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